

Macy's

HERALD SQUARE, Broadway, 34th to 35th St.

OUR QUALITY GROCERIES

Cost No More Than The Kinds Sold in "Cheap" Houses

The advantage of maintaining our own factory is reflected as much in the quality of our groceries as in the lowness of our prices. People who are not particular about what they spend, and who would willingly pay the higher prices elsewhere if there were anything to be gained from it, buy their groceries regularly at Macy's, assured of getting the very best. We carry no other kinds.

"RED STAR" BRAND BREAKFAST COCOA, made in our own cocoa and chocolate factory, in half-pound tins, regular price, 15c; 5-lb. can, \$1.44.

"GENESTA" BRAND COFFEE, 20c. Finer than so-called Mocha and Java blends at much higher prices. Bean, granulated or pulverized; 25-lb. can (bean), \$6.89; 5-lb. carton (bean), \$1.39.

Pound carton, the quality that sells everywhere at 35c. Macy's price, lb. 29c.

SALE OF CURIO CHOP TEAS. Formosa Oolong, English Breakfast, Ceylon, Young Hyson, and Mixed; same quality sold elsewhere at 50c. lb.; our regular price 34c. lb.

For this sale, 5-lb. bag, \$2.28; 10-lb. bag, \$2.52; lb. 28c.

"LILY WHITE" BRAND FLOUR. Means the highest standard. We guarantee it equal to many of the higher priced brands.

For This Sale: 35-lb. bag, \$3.74; 24-lb. bag, \$3.40; 10-lb. bag, \$1.40; 5-lb. bag, \$1.20; 25-lb. bag, \$2.70; 10-lb. bag, \$1.40; 5-lb. bag, \$1.20.

SPECIAL SALE OF "MARBLE" BRAND MACARONI OR SPAGHETTI, our own importation; one-pound packages, our regular price 12c.

For this special sale, dozen, \$1.18; package, 10c.

SPECIAL SALE OF SANTA CLARA PRUNES, 10-lb. boxes of extra large size this-shoulder, perfect fruit, about 50-60 to the pound; sold everywhere at 18c. pound; this sale, \$1.39.

SPECIAL SALE OF SPANISH QUEEN OLIVES, selected large olives, sound and perfect; packed in 11-oz. bottles; regular price 24c. bottle; for this special sale, dozen, \$1.44; each, 13c.

SPECIAL SALE OF STUFFED QUEEN OLIVES; extra large Spanish olives; stuffed with Spanish red peppers; in large size bottles; sold everywhere at 30c. to 35c. bottle.

Our price for this sale, dozen, \$2.41; each, 21c.

SPECIAL SALE OF LONG ISLAND ASPARAGUS, "MATTHEW" BRAND; extra large white spears; packed expressly for us in quart glass jars; equal quality sold elsewhere at 50c. jar.

Our price for this sale, dozen, \$3.18; each, 27c.

PURE GRANULATED YELLOW CORN MEAL, 10-lb. cotton bag, this sale, 20c.

NEW YORK STATE TEA BEANS—Packed in our own laboratory; 2-lb. cartons, special for this sale, \$1.40.

"LILY WHITE" BRAND PANCAKE FLAVOR, 2-lb. carton, 12c; 10-lb. carton, \$1.38.

SPECIAL SALE WASHED PULLED FIGS—"MARBLE" brand; finest packed; glass jars, 2-lb. jars, 20c; 10-lb. jars, \$2.20.

PURE LARD—"LILY WHITE" brand; especially packed for us, full weight 4-lb. pails at 40c; 5-lb. pails at 70c; 10-lb. pails, \$1.34.

EMILIO FERRERO MALAGA OLIVE OIL—Our own importation; 1-gallon bottles, \$1.24.

SPECIAL SALE OF "EMPIRE" BRAND PICKLES—Including Sweet, Mixed, Gherkins or French and Sour Mixed Gherkins or Chou-chow; bottle elsewhere, 10c; our price, 8c.

BEACHES ORANGE MARMALADE—The finest English marmalade imported; this special sale, 1-lb. jar, 10c; 2-lb. jar, 18c.

LAMB—"Beck's" brand; 10-lb. malleable in England; warranted absolutely pure; pound glass jars, 2-lb. jars, \$3.28; each, 28c.

Victoria Plums, doz. jars, \$2.44; each, 21c.

"RED STAR" BRAND PRE-RUNNING TABLE SALT—Packed in the new speciality No. 2 cartons, 20c; 10-lb. cartons, \$2.00.

REAL WORCESTER SAUCE—Our own importation; made and bottled in Worcester, England.

Special glass, doz. jars, \$1.81; each, 18c.

"SUTTON'S" WORCESTER SAUCE—Bottled in England; sold elsewhere at 40c a bottle.

Our price, 34c; dozen, \$3.80.

Miniature Bottles Free.

Important News for Men and Women. See Page 1, Section 3.

Best & Co.

Stylish Corsetry

for Women, Misses and Girls

Following the new, graceful shapes, and giving the fashionable effect to the figure, as well as comfort and support, while carefully interpreting prevailing modes in dress.

Particular attention invited to the "BEST" GIRLS' HIGH SCHOOL CORSET Made expressly for us.

This corset is extremely stylish, lightly boned (entirely without side steels) and gently conforms to the figure.

ALL CORSETS FITTED BY EXPERTS Alterations carefully made

Fifth Ave. at Thirty-Fifth St.

BOOTS AND SHOES.

Sale of Winter Boots

No inferior or doubtful footwear is ever allowed to enter this exclusive bootshop. This satisfactory certainty makes this moderate discount especially attractive.

Button and Lace Boots Styles for Men and Women

FRANK BROTHERS

Fifth Avenue Boot Shop, Fifth Avenue, Between 26th and 27th Sts.

THE EUROPEAN EDITION OF THE HERALD, IN ADDITION TO ITS FULL CABLE SERVICE DAILY, PUBLISHES SUPPLEMENTS WITH THE ARRIVAL OF EVERY MAIL CONTAINING AN EPITOME OF THE NEWS FROM ALL PARTS OF THE UNION.

Our Greatest Annual February Furniture Sale Begins Tomorrow, Monday

No Regular Prices. Everything Reduced from 10 to 50 Per Cent.

Annual January Sale of Stationery and Engraving

This yearly sale is an established feature of the Bloomingdale Store. It embraces only the best grades of writing paper, which are offered at the lowest prices consistent with quality.

Paper by the Pound.

The most economical way of supplying your desk.

"Empire Vellum," a kid finish paper, white or blue, note or letter size, per pound, 9c.

"Queensboro" Linen, pure white cloth finish, square sheets, 12c.

Envelopes to match, per 100, 15c.

"French Dimity," a paper with that pleasant fabric finish; gray, blue or white; note and letter size; special price, per pound, 15c.

"Lexington Linen," smooth cloth finish paper, two sizes, note and letter, in azure gray and white; special price, per lb., 19c.

Envelopes to match, per package of 25, 25c.

"Lily White" Brand Table Strips—No. 2 1/2 can, 12c; dozen, \$1.38.

TOMATOES—"American Beauty" brand; extra large can; choice selection of whole Jersey fruit; can, 15c; dozen, \$1.69.

CORN—"Seaside" Brand Cream Sugar Corn in No. 2 cans; equal quality sold elsewhere at 12c; dozen, \$1.04.

STOCCAST—"American Beauty" brand; No. 2 can, 18c; dozen, \$2.16.

SPECIAL SALE "WILSON" BRAND POOR CORN—No. 2 can, 18c; dozen, \$2.16.

NEW CALIFORNIA ASPARAGUS TIPS, "Lily White" brand; No. 1 square cans, white, 10c; dozen, \$1.10.

BISHOPS' CALIFORNIA PURE STRAWBERRY PRESERVES—10-oz. jars, 14c; dozen, \$1.68.

BOOTH'S PEARS—In heavy syrup; large size, 10c; 10-lb. box, \$1.10.

HAWAIIAN PINEAPPLES—"Sweet Ripe" brand; graded; No. 2 cans, regular price, 14c; this sale, 10c; dozen, \$1.20.

ARMOUR'S "LIGHTHOUSE" CLEANSER—For cleansing, scouring and polishing; large size can, 5c; 10-lb. can, 15c.

FRENCH SARDINES—"Arctian" brand; packed in pure olive oil; dozen, \$2.17; can, 19c.

BERRY PRESERVES—Blueberry, green, per can, 10c; dozen, \$1.20.

"LILY WHITE" BRAND MAPLE SYRUP—Absolutely pure sap; small bottle, dozen, \$3.08; each, 26c; large bottle, dozen, \$3.08; each, 26c.

250 YARDS WHITE FRENCH DRESS LINEN, direct from our Paris house; just arrived; big demand; for suits and shirts; 48 inches wide; very special at, per yard, 28c.

News of Newest Wash Goods

SILK AND COTTON FOUCLARD, styles and colors taken from \$1.00 to \$2.00; 27 inches wide, 25c.

IMPORTED ENGLISH VOILES, Checks and the most desirable Black and White Stripes; all the latest creations; yard, 29c.

ROUGH PONGEE SILKS, not all silk; just a little cotton mixed in; 10 of the most desirable shades for elegant street dresses or motor coats; yard, 29c.

250 YARDS WHITE FRENCH DRESS LINEN, direct from our Paris house; just arrived; big demand; for suits and shirts; 48 inches wide; very special at, per yard, 28c.

Dining Room Chandeliers

\$6.00 to \$7.00

Dome Chandeliers at \$3.98

This chandelier is dome shape, substantially built, with 6 art bent glass panels, and bead fringe to match. We include a good incandescent burner, mantle and globe, and the very special Bloomingdale prices for Monday and Tuesday only, our price \$3.98.

These chandeliers are made to order subject to delivery within 10 days. Come in and see the other chandeliers we have in stock.

Second Week of Our HOSIERY SALE

Women's Stockings:

WOMEN'S STOCKINGS—Imported and domestic; 25c. and 35c. grades; full regular made cotton and silk lisle thread hosiery; in black and colors; regular and extra sizes; our annual sale price, 18c.

WOMEN'S STOCKINGS—50c. and 70c. grades; full fashioned; fine gauge, black lisle thread with silk hand-embroideries; beautiful lace openwork lilies; 24c.

WOMEN'S STOCKINGS—Pure thread ingrain silk; medium and heavy weights; made with 4-inch silk garter tops; high spliced heels and toes; \$1.00 value, 49c.

Men's Half Hose:

MEN'S SOCKS—Of heavy silk finished lisse thread; high lisse splicing; variety of colors and black to choose from. This is the regular price; 14c.

MEN'S SILK SOCKS—Heavy weight; pure thread; identical with those advertised by leading houses under a guarantee of 50c. pair; variety of colors and black; annual sale price, 17c.

Children's Stockings:

CHILDREN'S SCHOOL HOSE—Ribbed cotton; full seamless; strainless black; sizes 6 to 10 inches. They are pleasing to the eye and will wear unusually well; under-priced in our annual January sale, 8c.

Bloomingdale's

Lexington to 3d Avenue 59th to 60th St., N.Y.

Annual January Sale of Stationery and Engraving

This yearly sale is an established feature of the Bloomingdale Store. It embraces only the best grades of writing paper, which are offered at the lowest prices consistent with quality.

Paper by the Cabinet.

"English Cambric Cabinet," contains 60 sheets of excellent quality fabric paper, in lavender, gray, white or blue, with 50 envelopes to match; sale price, 21c.

Linen Madras Cabinet, contains 60 sheets of smooth fabric paper, in white, blue or gray, and 60 envelopes to match; sale price, 25c.

Arcade Linen, cabinet of 50 sheets pure white cloth finish paper; two sizes to the box, note and letter size, and envelopes to match both sizes; sale price, 29c.

French Batiste, 100 sheets and 80 envelopes to the box; smooth cloth finish; white, blue, violet and gray; note or letter size; sale price, 50c.

"Lexington Linen," smooth cloth finish paper, two sizes, note and letter, in azure gray and white; special price, per lb., 19c.

Envelopes to match, per package of 25, 25c.

"Lily White" Brand Table Strips—No. 2 1/2 can, 12c; dozen, \$1.38.

TOMATOES—"American Beauty" brand; extra large can; choice selection of whole Jersey fruit; can, 15c; dozen, \$1.69.

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NEW CALIFORNIA ASPARAGUS TIPS, "Lily White" brand; No. 1 square cans, white, 10c; dozen, \$1.10.

BISHOPS' CALIFORNIA PURE STRAWBERRY PRESERVES—10-oz. jars, 14c; dozen, \$1.68.

BOOTH'S PEARS—In heavy syrup; large size, 10c; 10-lb. box, \$1.10.

HAWAIIAN PINEAPPLES—"Sweet Ripe" brand; graded; No. 2 cans, regular price, 14c; this sale, 10c; dozen, \$1.20.

ARMOUR'S "LIGHTHOUSE" CLEANSER—For cleansing, scouring and polishing; large size can, 5c; 10-lb. can, 15c.

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250 YARDS WHITE FRENCH DRESS LINEN, direct from our Paris house; just arrived; big demand; for suits and shirts; 48 inches wide; very special at, per yard, 28c.

News of Newest Wash Goods

SILK DIMITIES in plain colors of pink, light blue, cadet, lavender, black and white, 25c.

LEZARD CORDS OR FANCY STRIPED PIQUE, most elegant for coat suits or separate shirts; various colors, 27 inches wide, 39c.

THE NEW SILK SHIRTING in black and white, pink and white, blue and white, lavender and white stripes; very stylish for shirts and shirt waists, 32 49c.

250 YARDS WHITE FRENCH DRESS LINEN, direct from our Paris house; just arrived; big demand; for suits and shirts; 48 inches wide; very special at, per yard, 28c.

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WOMEN'S STOCKINGS—Pure thread ingrain silk; medium and heavy weights; made with 4-inch silk garter tops; high spliced heels and toes; \$1.00 value, 49c.

Men's Half Hose:

MEN'S SOCKS—Of heavy silk finished lisse thread; high lisse splicing; variety of colors and black to choose from. This is the regular price; 14c.

MEN'S SILK SOCKS—Heavy weight; pure thread; identical with those advertised by leading houses under a guarantee of 50c. pair; variety of colors and black; annual sale price, 17c.

Children's Stockings:

CHILDREN'S SCHOOL HOSE—Ribbed cotton; full seamless; strainless black; sizes 6 to 10 inches. They are pleasing to the eye and will wear unusually well; under-priced in our annual January sale, 8c.

Our 12c. Stuffed Olives—Bottle, 10c.

Our 15c. Queen Olives—Bottle, 10c.

Our 25c. Lemon Extract—2-oz. bottle, 15c.

Our 30c. Lemon Extract—2-oz. bottle, 15c.

Our 30c. Salad Oil (Cotton Seed)—Bottle, 10c.

Our 30c. Macaroni and Rice, Broken Macaroni—10 lb. wood box, 44c.

Carnation Day

To-morrow, January 29, is the anniversary of the late President McKinley's birthday, known and observed throughout the land as

"Carnation Day."

because the carnation was McKinley's favorite flower.

We have prepared for it with thousands of fresh Carnations in every color. Usually they sell for 75c to \$2.00 the dozen. At Bloomingdale's Monday, each,

3c, 5c, 10c

Cut Flower Shop, Main Floor.

Standard \$1 Satin Messaline, 69c yd

A superior satin messaline, full yard wide and rich and lustrous. All the street and evening shades are here, such as gold, wistaria, amethyst, copper, rose, Copenhagen, reseda, navy, brown, canary, myrtle, light gray, dark gray, tan, ciel, pink, mauve, heliotrope, Helen pink, also white, ivory, cream and black.

We emphasize, that this is the standard \$1.00 grade of Satin Messaline and that our price for Monday and Tuesday only is 69c.

We regret that we cannot supply samples.

BLOOMINGDALES' Main Floor.

Umbrellas

Below cost, offering of fine Umbrellas to-morrow, in which will be sold \$2.98 to \$5.00.

Umbrellas, at \$1.75

The assortment includes numerous styles for men and women, and embraces samples of a well known maker and many from our regular stock.

The coverings are of silk taffeta, Union taffeta and twilled silk. Black and colors. Mounted on steel frames and steel rods. Cane and tassels.

Splendid variety of handles. Ivory, pearl, gun metal, sterling silver, gold plated and natural woods with mountings.

BLOOMINGDALES'

Oriental Rugs!!

Royal Kermanshah Rugs

Averaging 4 to 4 1/2 ft. in width by 6 to 7 ft. in length. Very fine. \$49.50 to \$100.00, special at \$49.50.

About 25 pieces left to select from.

Persian Hall Runners:

LESS THAN 2 FEET IN WIDTH

No. 2004—\$49.50 Mon. 10-lb. box, 10c.

No. 1706—\$49.50 Mon. 10-lb. box, 10c.

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